

FROM THE I. B. S.

NEWSLETTER #50/51-2

The questionnaires which accompanied Newsletter #50/51-1 have been coming in fairly well, but quite a number remain out, particularly those of Trial and non-commercial full Members. We wish to emphasize the importance of receiving answers to at least the first two questions from every station in the System. The information given in these two questions is vital if we are to keep our mailing lists accurate and complete.

Of the thirty nine full Members in the System, we have received to date twenty five questionnaires. This is a fairly good batting average for a project in IBS, and we hope the remaining stations will act upon receiving this reminder. We have received returns from only seven of the many Trial Status groups, however; hence the explanation in the first paragraph.

If your station is a Trial Status group, and you feel you are now ready to accept national advertising, please fill out the questionnaire as completely as possible, and return it together with your application for full Membership, if such application is not already pending.

The blanket network option, item eight on the questionnaire, is a matter of considerable interest to the commercial Members and pending Members. Eighteen of the Members who so far have returned the questionnaire have agreed to this blanket option. The others have found it necessary to make known certain reservations. To these we ask that they submit at once to this office a detailed listing of those periods not now committed, and a letter granting us an option on those same periods. On this basis I think we can do business. We heartily thank those stations which have extended to us the blanket option because it will tremendously reduce the amount of clerical work here.

Our thought in asking for this blanket option was not to stifle efforts to sell local sponsors. We feel that if a national program does sometime in the future conflict with a local commitment, that the local sponsor will be willing to allow his program to be shifted slightly. Having his program contiguous to a national spot should enhance his local program, it seems to us. In your future dealings with local sponsors you can make this clear.

Of the Members who have so far responded nine say they are carrying the New York Times news telegrams. These are all Eastern stations, as obviously the Times is not interested in advertising over the entire country. The stations receive no payment for reading this news over the air.

Six Members advise they are carrying the Newsweek program which is described in item eleven of the questionnaire. Many other stations have expressed an interest in this show. Sales Manager Dick Eymen is preparing a report on this account for Mr. Clark, our representative.

706 Sanders Ave.
Schenectady 2, N.Y.

David W. Borst
David W. Borst
Operations Manager

Feb. 14, 1951

CONFIDENTIAL-FOR STATION EXECUTIVES

FROM THE I.B.S.

CONFIDENTIAL - FOR STATION EXECUTIVES

INTERCOLLEGIATE BROADCASTING SYSTEM

SEMESTER QUESTIONNAIRE

- 1) Shown to the right is the address sticker in current use by us for your station. Is it correct? Note below any changes we should make. Can you add the name of a campus building used by your station, or a post office box number assigned to your station, or the postal zone number, which will give greater assurance that your station will get its mail? Note below:

Daniel W. Hardy, Mgr.
W H R C, Union Hall
Haverford College
Haverford, Penna.

NW--

- 2) It is our desire to mail complimentary copy of the IBS Bulletin to the faculty advisor(s) for your station, and also to the President of your institution, or the Dean having greatest interest in your station, whichever seems more appropriate. Given below are the names of those we have at present on these two mailing lists. Please indicate appropriate additions or changes.

Faculty Advisor(s)

President or Dean

Thos A. Benham

- 3) Give below the broadcasting dates for your station for the Spring semester of 1961.
- 4) What is the total undergraduate enrollment of your institution? (If there are several branches physically separated, give the enrollment only for the branch you cover):
- 5) Break down the enrollment given above into men and women:
Men Women
- 6) How many of the enrolled students are resident upon the campus in buildings covered by your station, or which it is reasonable to expect the station will some day cover, but does not now due to lack of funds or similar reason? (Do not include students who commute, or live in private rooming houses or other locations where it is not possible to install connections to your station).
- 7) How many students could listen to the station if they had radios in the places where they live? (This number cannot be greater than the number under question six. Also, this figure should not include any people other than students who may incidentally be able to receive your programs.)

- 8) In order to avoid excessive expense and intolerable delays in the solicitation of national advertising it is necessary that each station represented by IBS extend to IBS and its appointed representative a "Blanket Network Option" for the period of 5:00 PM to 12:00 midnight, Monday through Friday, during all the weeks that the station is broadcasting. This does not prohibit the sale of time during these periods to others, but means that if such time is sold by the station and it later on conflicts with a contract signed by IBS, that the spot sold by the station must be moved to allow the station to carry the announcement sold by IBS.

If your station agrees to the above "Blanket Network Option", indicate that here:

- 9) Indicate here any advertising which is not acceptable by your station, even though acceptable under the Business Code of IBS. (Hard liquor, gambling and horse racing betting and products claiming to cure are excluded by the Business Code.) (Other products sometimes unacceptable, though not ruled out by the Business Code, are beer and cigarettes)
- 10) Does your station now receive nightly telegrams of news from the New York Times?
- 11) Does your station now broadcast a weekly 15 minute world news broadcast compiled from an advance copy of Newsweek magazine and paid for by Newsweek?
DO YOU HAVE ANY OTHER NATIONALLY SPONSORED PROGRAMS?
- 12) Does your station now have a campus news broadcast? Describe:

Could you do a five minute campus news broadcast five nights a week?

- 13) Do you have any other programs which might be of interest to national sponsors? Describe, including format of program, and if possible, a sample broadcast recorded on disc or tape.
- 14) If possible, please send a disc or tape recording of one or several programs to give an idea of the kind of work being done on your station.
- 15) If possible, please send us photographs of your station in operation; these should include radio equipment and radio personnel operating it, in the same picture. These pictures should be 8 by 10 inch glossy photos, if possible, so they can be reproduced.

Return this questionnaire promptly. Do not hold it up for lack of recordings or photos; these can be sent later. It is imperative that we have the answers to the first 12 questions at once.

Station _____ College _____

Executed by _____ Position _____ Date _____